

**WPLW  
102.5 - FM  
HILLSBOROUGH, NC**

**ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION WPLW**

**1st QUARTER 2012  
(Jan. 1<sup>st</sup> - March 31<sup>st</sup>)**

Compiled by:  
Mike Biddle, Assistant Program Director

Radio station WPLW-FM has compiled a list of issues those area residents feel are a major concern to the Raleigh-Durham Metropolitan (MSA). WPLW-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine the issues of importance to our listeners.

WPLW-FM utilizes this list as a basis for our programming response to selected issues each quarter. Typically WPLW-FM addresses the issues in its Sunday program called "Carolina Close-Up", and thru a series of live and pre-recorded announcements.

The current issues as of March 31st, 2012 included:

Q1 2011

ISSUES:

1. Crime/Drugs
2. Family/Youth/Elderly
3. Economy
4. Growth/Roads/Transportation/Traffic
5. Education
6. Housing
7. Environment/Health
8. Private/Public/Accountability
9. National Security
10. Politics

# Carolina Newsmakers

Q1 2012

January 1<sup>st</sup> "Interview with Ran Coble", Executive Director, NC Center for Public Policy Research

\*\*\*\*Issues Covered: The Recession; Employment and Unemployment; 2012 Elections; Redistricting; State and Federal Government; May Primaries in N.C.; Minority Voters and the Voting Rights Act; "Double-Bunking"; Rural/Urban Areas; Profile and Analysis of Congressional Districts in North Carolina; NC General Assembly; Tuition Increases for Higher Education in N.C.; Cuts to Education Spending in N.C.; Financial Aid; Definition of Public Education and Private Education; Qualifications for Financial Aid; Registered Voters in N.C.; Unaffiliated Voters and Independent Voters in N.C.; Breakdown of Independent Voters in N.C.; Voting Projections for 2012; Political Action Committees; Campaign Spending in 2012; Presidential Election in N.C.; Consumerism and Consumer Confidence; North Carolina as a "Battleground State"; Democratic National Convention in Charlotte; High School Dropout Rate in N.C.; Mental Health Reform; The "Graying" of North Carolina and Senior Issues\*\*\*\* 3, 5, 7, 8, 10

Time 29:30

January 8<sup>th</sup> "Interview with Dr. David McClennan", Professor of Communication and Political Science, William Peace University.

\*\*\*\*Issues Covered: Politics; Political Science; Political Campaigns; NC General Assembly; NC Council of State; Political Parties; The Iowa Caucus; State Primaries; 2012 Elections; Presidential Election; New Hampshire Primary; National Conventions; Unaffiliated/Independent Voters; William Peace University; Will President Obama Carry North Carolina in the Fall Elections; Republican Candidates for President; Third Party Possibilities/Legitimacy; The Recession and the Economy; Layoffs in State and Federal Government; State/Federal Government Retirees; Campaign Finance and Campaign Fundraising; Employment/Unemployment Rates and Its Effects on the Fall Election; Oil and Gas Prices; Tuition Hikes for State-Supported Higher Education in N.C.\*\*\*\* 3, 5, 8, 10

Time 29:30

January 15<sup>th</sup> Lawsuits dominate North Carolina's political news this week. Joining host Donna Martinez to discuss the N.C. Association of Educators' lawsuit aimed at the legislature's veto override of a union dues collection bill, and the lawsuit by Democrats over new election maps, are Stephanie Hawco and Mike Davis of NewsRadio 680 WPTF in Raleigh. The panel also discusses new fundraising figures from Gov. Beverly Perdue's campaign and what appears to be a campaign for governor by Democrat Bill Faison of Orange County. That's followed by a talk with Union County school board member David Scholl, who is seeking the GOP nomination for Superintendent of Public Instruction – a seat now held by Democrat June Atkinson. And finally, William Peace University political science professor David McLennan analyzes results of the New Hampshire Republican presidential primary, won by former Massachusetts Gov. Mitt Romney, and the pointed attacks at Romney from fellow Republicans Newt Gingrich and Rick Perry.

\*\*\*\*Issues Covered: NC General Assembly; Political Parties; NCAE; Redistricting; Public School Teachers in NC; Campaign Fundraising and Contributions; Union Dues Collection Bill; Possible Delay to the State's May Primaries; Democrat Bill Faison Challenging Governor Bev Perdue for 2012 Democratic Nomination; The State Superintendent of Public Instruction Race in 2012; Education; Public Schools; New Hampshire Republican Presidential Primary; Iowa Primary; Republican Nominee for President in 2012\*\*\*\* 3, 5, 10

Time 30:00

January 22<sup>nd</sup> "Interview with Barry Porter", Executive Director, Triangle Red Cross

\*\*\*\*Issues Covered: American Red Cross; The Triangle Red Cross; Blood Donation; Public Health and Public Safety; Disaster Relief; Emergency Preparedness; Blood-Borne Diseases; HIV; Replenishing the Blood Supply After Donating Blood; The Importance of Knowing Your Blood Type; National Weather Service; Floods, Hurricanes, and Tornadoes; Red Cross Charters/Chapters in Local Communities; Volunteerism; Public Welfare; Emergency Supplies and Transportation; Training for Red Cross Staff; Water Safety and Lifesaving; Disaster-Trained Volunteers; First Aid and CPR; Communications; Red Cross Volunteers That Work With the Military\*\*\*\* 2, 6, 7, 8

Time 30:00

January 29<sup>th</sup> "Interview with Larry Wooten", President of the North Carolina Farm Bureau

\*\*\*\*Issues Covered: Agra-Business; Agriculture; Christmas Tree Industry; Sod and Greenhouses; The Family Farms and Corporations in North Carolina; Estate Taxes and the Perpetuation of Family Farms; Tobacco Acreage; Loss of Agriculture Revenue Due to Hurricane Irene; Immigration Laws and Labor Laws; Immigration Laws as a Federal Issue; Employment and Unemployment; Farm Workers in North Carolina; H2A Worker Program; Undocumented Workers; Illegal Immigration; The Mexican Economy and Its Effect on Immigration; The 2010 Census; Latino-Owned Businesses in NC; Legal Latino Population in NC\*\*\*\* 2, 3, 4, 8, 9, 10

Time 29:30

February 5<sup>th</sup> "Interview with Tom Ross", President of the North Carolina University System

\*\*\*\*Issues Covered: Education; The State University System; 16-Campus System and WUNC-TV; North Carolina School of Science and Math; NC School of the Arts; The Recession and the Economy; Tuition Hikes; NC Board of Governors; NC Board of Trustees; The Office of the President of the University System: The Challenge of Funding Higher Education\*\*\*\* 3, 5, 10

Time 29:30

February 12<sup>th</sup> "Interview with Ellis Hankins", Executive Director, North Carolina League of Municipalities

\*\*\*\*Issues Covered: NC League of Municipalities; Cities, Counties, and Towns in North Carolina; NC Geography; Local Government in N.C.; The Recession's Effects on Tax Revenue Collected by Municipalities in N.C.; Rural and Urban Issues in N.C.; School Systems Across N.C.; NC Infrastructure; City and County Services; Annexation Laws; Capital Improvements; Water and Sewer; Natural Gas Exploration in N.C.; Selling/Transferring Electrical Costs Across N.C.; Possible Merger of Progress Energy and Duke Energy; Analysis/Findings of the 2010 Census; The Republican Majority in the NC General Assembly; Redistricting; 2012 NC Primary and Election\*\*\*\* 4, 5, 7, 10

Time 29:30

February 19<sup>th</sup> "Interview with John Hood, President and Chairman, John Locke Foundation

\*\*\*\*Issues Covered: Communications and Periodicals; 2012 Elections; Analysis of Redistricting in North Carolina; NC General Assembly; New Republican Majority in the State Legislature; Political Parties; The 2012 Short Session; Voter ID; State Energy Bill; North Carolina as a Battleground State; Local, State, and Federal Elections; Governor Bev Perdue Deciding Not to Run for Governor in 2012; John Locke Foundation; "More at 4" Program; Nutrition; Public Health; Public Welfare; Government Regulation; President Obama's Chances for Re-Election\*\*\*\* 3, 7, 8, 10

Time 29:30

February 26<sup>th</sup> "Interview with Brad Miller", Representative, 13<sup>th</sup> Congressional District

\*\*\*\*Issues Covered: Brad Miller's Decision Not to Run for Re-Election This Year; U.S. Congress; American Civics and American History; The U.S. Economy and the World Economy; The Recession; Federal Deficit; Polling; Redistricting; Employment/Unemployment; Tax Revenue; House Financial Services Committee; Political Parties; Social Security and Delaying Retirement Age; Medicare and Medicaid; Military Spending; Partisan Politics and Unaffiliated Voters; Governor Bev Perdue's Decision Not to Run for Governor in 2012\*\*\*\* 3, 10

Time 29:30

March 4<sup>th</sup> "Interview with Wayne Goodwin", Insurance Commissioner for the State of North Carolina

\*\*\*\*Issues Covered: NC Department of Insurance; Hurricane Irene Recovery; Storm Damage and Insurance; Federal Flood Insurance; Homeowners Insurance on the N.C. Coast; The April 2011 Tornadoes That Hit North Carolina; Fraud; Roof Replacement Fraud; Hail Damage Fraud; Shingle Scams; Health Insurance; Public Health; Health Care; Auto Insurance and Auto Insurance Rates; Seniors Health Insurance Information Program; Consumer Protection\*\*\*\* 2, 3, 6, 7, 8, 10

Time 29:30

March 11<sup>th</sup> "Interview with Linda Carlisle", Secretary, NC Department of Cultural Resources;

\*\*\*\*Issues Covered: NC Art Council; NC Symphony; NC Museum of History; The NC State Art Collection and the NC Museum of Art; NC Division of Historical Resources; NC State Archives; NC Office of Archives and History; Government Records Branch of North Carolina; NC State Historic Sites; NC State History; NC State Library; State Budget and Operating Dollars; (3) NC Maritime Museums; Graveyard of the Atlantic Museum; NC Travel and Tourism; NC Heritage and Genealogy; Education\*\*\*\* 2, 3, 5, 10

Time 29:30

March 18<sup>th</sup> "Interview with Dr. Mike Walden", William Neal Reynolds Distinguished Professor, Department of Agricultural and Resource Economics, North Carolina State University

\*\*\*\*Issues Covered: The Economy and Economic Recovery; The Recession; The Housing Market; Devaluation of Home Prices; Household Debt; Household Saving Rates; Wage Increases; Standard of Living in the U.S.; Job Loss in the Recession and Job Creation in the Recovery; North Carolina's Economy; Job Growth in N.C.; Productivity of NC Businesses; Consumer Awareness; Long-Term Federal Economic Plan and Consumer and Business Confidence; '08-09' Federal Bailout; Banking Regulations; Banking Loans and Investments; The Economy's Effect on the 2012 Election\*\*\*\* 3, 8, 10

Time 29:30

March 25<sup>th</sup> "Interview with Dr. Scott Ralls", President of the NC Community College System

\*\*\*\*Issues Covered: NC Community College System; Local Board of Trustees for NC Community College System; Education; NC Higher Education; Vocational Training; Industrial Education; The Economy and Economic Development; Healthcare; Job Creation/Job Growth; Workforce Training; Manufacturing; Small Business Owners; Non-Traditional Colleges/Students\*\*\*\* 3, 5, 7, 10

## **RECORDED PUBLIC SERVICE ANNOUNCEMENTS**

### **NC Museum of Art**

Spot Title: Rembrandt – Closing

Length: 30

# of spots/air dates: 45 spots 1/3 – 1/20

Issues: 2

### **Winterfest – Downtown Raleigh**

Spot Title: "Winterfest"

Length: 30

# of spots/air dates: 40 spots 1/18 – 1/29

Issues: 2, 3

### **Greater Raleigh CVB**

Spot Title: CVB - Revised

Length: 60

# of spots/air dates: 40 spots 1/19 – 1/29

Issues: 3

### **Greater Raleigh Chamber**

Spot Title: COC Revised

Length: 30

# of spots/air dates: 26 spots 1/26 – 1/31

Issues: 3